

IN-STORE SPECIAL ONLY

SONY

GET PAID TO TRADE

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In-Store Summer 2024 Trade-in Trade-up • JULY 14 – SEPT. 30, 2024

Trade-in any working interchangeable lens camera and/or lens from any brand and receive\*

UP TO **\$500 IN PURCHASE CREDIT**

when you apply your trade-in value towards the purchase of Eligible Products\*\*

STACKABLE WITH INSTANT REBATES AND BUNDLES

	ELIGIBLE PRODUCTS	MODEL #	RETAIL PRICE	TRADE-IN BONUS CREDIT	SALE PRICE
CAMERAS	α1 Camera Body	ILCE1/B	\$6,499 <sup>99</sup>	<b>\$500</b>	<b>\$5,999<sup>99</sup></b>
	α7R V Camera Body	ILCE7RM5/B	\$3,899 <sup>99</sup>	<b>\$300</b>	<b>\$3,599<sup>99</sup></b>
	α7CR Camera Body - All Colors	ILCE7CR	\$2,999 <sup>99</sup>	<b>\$300</b>	<b>\$2,699<sup>99</sup></b>
	α7S III Camera Body	ILCE7SM3/B	\$3,499 <sup>99</sup>	<b>\$300</b>	<b>\$3,199<sup>99</sup></b>
	α7 IV Camera Body + 28-70mm Zoom Lens	ILCE7M4K/B	\$2,699 <sup>99</sup>	<b>\$300</b>	<b>\$2,399<sup>99</sup></b>
	α7 IV Camera Body	ILCE7M4/B	\$2,499 <sup>99</sup>	<b>\$300</b>	<b>\$2,199<sup>99</sup></b>
	α7C II Camera + 28-60mm Zoom Lens - All Colors	ILCE7CM2L	\$2,499 <sup>99</sup>	<b>\$250</b>	<b>\$2,249<sup>99</sup></b>
	α7C II Camera Body - All Colors	ILCE7CM2	\$2,199 <sup>99</sup>	<b>\$250</b>	<b>\$1,949<sup>99</sup></b>
	ZV-E1 Camera Body - All Colors	ILCZVE1	\$2,199 <sup>99</sup>	<b>\$150</b>	<b>\$2,049<sup>99</sup></b>
	α6700 Camera Body + 18-135mm Power Zoom Lens	ILCE6700M/B	\$1,799 <sup>99</sup>	<b>\$200</b>	<b>\$1,599<sup>99</sup></b>
	α6700 Camera Body + 16-50mm Power Zoom Lens	ILCE6700L/B	\$1,499 <sup>99</sup>	<b>\$200</b>	<b>\$1,299<sup>99</sup></b>
	α6700 Camera Body	ILCE6700/B	\$1,399 <sup>99</sup>	<b>\$200</b>	<b>\$1,199<sup>99</sup></b>
	Cinema Line FX6 Camera Series	ILMEFX6V	\$5,999 <sup>99</sup>	<b>\$700</b>	<b>\$5,299<sup>99</sup></b>
	Cinema Line FX3 Camera	ILMEFX3	\$3,899 <sup>99</sup>	<b>\$200</b>	<b>\$3,699<sup>99</sup></b>
LENSES	FE 24-105mm F4 G OSS	SEL24105G/2	\$1,299 <sup>99</sup>	<b>\$200</b>	<b>\$1,099<sup>99</sup></b>
	FE 16-35mm F2.8 GM II	SEL1635GM2	\$2,299 <sup>99</sup>	<b>\$300</b>	<b>\$1,999<sup>99</sup></b>
	FE 24-70mm F2.8 GM II	SEL2470GM2	\$2,299 <sup>99</sup>	<b>\$300</b>	<b>\$1,999<sup>99</sup></b>
	FE 70-200mm F2.8 GM OSS II	SEL70200GM2	\$2,799 <sup>99</sup>	<b>\$300</b>	<b>\$2,499<sup>99</sup></b>
	FE 16-35mm F2.8 GM	SEL1635GM	\$1,899 <sup>99</sup>	<b>\$200</b>	<b>\$1,699<sup>99</sup></b>
	FE 24-70mm F2.8 GM	SEL2470GM	\$1,699 <sup>99</sup>	<b>\$200</b>	<b>\$1,499<sup>99</sup></b>
	FE 70-200mm F2.8 GM OSS	SEL70200GM	\$1,999 <sup>99</sup>	<b>\$200</b>	<b>\$1,799<sup>99</sup></b>
	FE 100-400mm F4.5-5.6 GM OSS	SEL100400GM	\$2,499 <sup>99</sup>	<b>\$200</b>	<b>\$2,299<sup>99</sup></b>
	FE 200-600mm F5.6-6.3 G OSS	SEL200600G	\$1,999 <sup>99</sup>	<b>\$200</b>	<b>\$1,799<sup>99</sup></b>
	FE 16-35mm F4 G	SELP1635G	\$1,199 <sup>99</sup>	<b>\$100</b>	<b>\$1,099<sup>99</sup></b>
	FE 20-70mm F4 G	SEL2070G	\$1,099 <sup>99</sup>	<b>\$100</b>	<b>\$999<sup>99</sup></b>
	FE 70-200mm F4 Macro G OSS II	SEL70200G2	\$1,699 <sup>99</sup>	<b>\$200</b>	<b>\$1,499<sup>99</sup></b>
	FE 24mm F1.4 GM	SEL24F14GM	\$1,399 <sup>99</sup>	<b>\$200</b>	<b>\$1,199<sup>99</sup></b>
	FE 35mm F1.4 GM	SEL35F14GM	\$1,399 <sup>99</sup>	<b>\$200</b>	<b>\$1,199<sup>99</sup></b>
	FE 50mm F1.2 GM	SEL50F12GM	\$1,999 <sup>99</sup>	<b>\$200</b>	<b>\$1,799<sup>99</sup></b>
	FE 50mm F1.4 GM	SEL50F14GM	\$1,299 <sup>99</sup>	<b>\$200</b>	<b>\$1,099<sup>99</sup></b>
	FE 85mm F1.4 GM	SEL85F14GM	\$1,799 <sup>99</sup>	<b>\$200</b>	<b>\$1,599<sup>99</sup></b>
	E PZ 10-20mm F4 G	SELP1020G	\$749 <sup>99</sup>	<b>\$50</b>	<b>\$699<sup>99</sup></b>
	E 16-55mm F2.8 G	SEL1655G	\$1,399 <sup>99</sup>	<b>\$100</b>	<b>\$1,299<sup>99</sup></b>
	E 15mm F1.4 G	SEL15F14G	\$749 <sup>99</sup>	<b>\$50</b>	<b>\$699<sup>99</sup></b>
	E 11mm F1.8	SEL11F18	\$549 <sup>99</sup>	<b>\$50</b>	<b>\$499<sup>99</sup></b>

For more information: <https://alphauniverse.com/promos/trade-in-trade-up>

\* Sony Authorized Retailer determines whether it participates in the Trade-In Trade-Up program and the timeframe that it will participate between 7/1/2024 - 9/30/2024.

Offer, during Promotion Period, consists of up to \$500 credit toward the purchase of each Eligible Product. During the Promotion Period, participating Sony Authorized Retailers will add a discount as specified herein to consumer's purchase receipt for every eligible trade-in of one (1) a working digital or film interchangeable lens camera or lens (as specified herein) for every purchase of one (1) Eligible Product listed herein, usable at the time of Final Checkout or at the point of sale register. Sony Authorized Retailer may offer, on its own and in its sole discretion, a Trade-In amount that is separate and in addition to this offer and such Trade-In amount may vary including according to condition and age of the Trade-In. The discount amount is not a cash equivalent, may not be redeemed for cash, and is available only for the purchase of a new Eligible Product at the time of Trade-In. The discount to the consumer is forfeited if the new Eligible Product is returned for any reason or cause whatsoever. The Traded-In/used product must be surrendered at time of Trade-In (for e-commerce execution, physical receipt by the Sony Authorized Retailer or notification from carrier is considered an act of surrender). Multiple Trade-In discounts cannot be combined and applied to the purchase of any one item. © 2024 Sony Electronics Inc. All rights reserved. Sony, its logo and the Sony Alpha logo are trademarks of Sony Corporation. Prices and offers non-redeemable for cash, non-transferable and may not be combinable with other offers/discounts. Offer valid on in-stock items only. No substitutions or rain checks issued. Other restrictions may apply. Reseller prices may vary. Prices and offers stated do not include tax or shipping. Specifications, availability, prices and terms of offer are subject to cancellation or change without notice. Sony is not responsible for photo-graphic, typographic or system errors.